



TOWN OF LOS GATOS

ARTS COMMISSION

Penelope O'Neill, Chair	Jade Bradbury, Vice-Chair
Shawn Charnaw	Mary Curtis
Marianne Hamilton	Valerie Hopkins
Jonathan Knowles	David Stonesifer
Colleen Wilcox	

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, JANUARY 14, 2009
PLEASE NOTE TIME CHANGE: 4 P.M.

**208 East Main Street
Neighborhood Center
Los Gatos, California**

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**
 - 1.1 Introductions
2. **APPROVAL OF DECEMBER 10, 2008 MINUTES** (Attachment 1)
3. **COMMUNICATIONS**

Verbal (Three minute time limit per speaker for subjects not agendized)

Written
4. **COMMITTEE REPORTS:**
 - 4.1 Music in the Park (Hopkins/Knowles)
 - a. Approval of Jonathan Knowles (Member of Los Gatos Music and Arts, Inc.)
Participation in Discussion Regarding Los Gatos Music & Arts
 - b. Approve "Music in the Park Production Tasks" (Attachment 2)
 - c. Discuss Schedule for Arts Agencies for Sixth Tent (Attachment 3)
 - d. Update Regarding Budget/Sponsorships (Attachment 4)
 - 4.2 Status Report Regarding Art In the Council Chambers – (Bradbury)
 - 4.3 Grant Evaluation Status Report and Schedule (O'Neill) (Attachment 5)
5. **OTHER BUSINESS**
6. **LIAISON REPORTS (Networking the Arts)**

(Three minute time limit per report)
7. **ADJOURNMENT**

Adjourn to Wednesday, February 11, 2009.

Attachments

1. December 10, 2008 Minutes
2. "Music in the Park Production Tasks"
3. Schedule for Arts Agencies for Sixth Tent
4. MIP Budget/Sponsorships
5. Grant Schedule

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.

MUSIC IN THE PARK PRODUCTION TASKS

PURPOSE

This document lists the responsibilities of the Town of Los Gatos Community Services Department and the Town of Los Gatos Arts Commission in producing the Music in the Park (MIP) summer concert series. MIP is a Town of Los Gatos Arts project. MIP is produced in accordance with Council appointed guidelines.

STAFF MIP ROLES AND RESPONSIBILITIES

The Town of Los Gatos (Community Services Department Staff) shall provide the following services in coordinating the production of Music in the Park:

1. GENERAL

- a. Provide use of Civic Center Park for concerts to be held from 5:00 p.m. to 7:00 p.m. for a maximum of twelve (12) Sunday concerts, held from June through August. Concerts scheduled for a different time frame or location must be approved by the Arts Commission and Community Services Director.
- b. Provide use of Town stage and up to fifty (50) chairs, and six (6) tables for each concert.
- c. Community Services will coordinate the following services with other Town departments and monitor the fees associated with each service:
 - Transportation of stage, hospitality tents, tables, and chairs
 - Assembly and disassembly of stage
 - Provision of electrical access by 3:00 PM for performers and sound technician
 - Park clean up after each concert
 - Monitoring of the Los Gatos Neighborhood Center
- d. Create time table for accomplishing MIP functions.
- e. Create and maintain Commissioner/Council Member Concert Sign-Up Sheet.
- f. Prepare schedule of performers (once determined by Arts Commission).
- g. Work with Arts Commission to use volunteers where practical in the production of MIP; ensure that all appropriate volunteer enrollment requirements are met.
- h. Maintain MIP records, files and related correspondence.
- i. Review survey/feedback forms and prepare summary for Arts Commission as appropriate.
- j. Prepare weekly MIP supplies for Friday pickup; supply box includes payment for performers and sound technician, MIP programs, donation box, community event information and flyers, and miscellaneous MIP supplies.
- k. Arrange for porta-potties and recycle/ garbage containers to be delivered and picked up during the concert series - June through August.

2. INTERNAL COMMUNICATIONS

- a. Community Services Department staff will serve as primary contact for Art Commissioners regarding all Town services requests.
- b. Notify Town Council, Chamber of Commerce, and Town staff of MIP concert schedule.
- c. Provide sound technician with final MIP schedule with names/phone numbers of bands so he/she may coordinate sound requirements with musicians.
- d. Maintain roster of Sponsors.
- e. Process "thank you" letters to Major Sponsors

3. PURCHASING

- a. All purchases will be made in accordance with Town Purchasing Manual and Administrative Policies
- b. Purchases will be coordinated and executed by staff unless agreed otherwise in advance.
- c. Staff will issue all Request for Proposals (RFP's) and Requests for Qualifications (RFQ's) required for service procurement.
- d. Staff will obtain materials quotes.

4. CONTRACTS, INSURANCE, BUSINESS LICENSE

- a. Prepare and execute Letters of Agreement with all vendors including performers and sound technician; monitor return of signed Agreements and related documents (Release of Liability, Assumption of Risk and Indemnity Agreement; Application for Business License).
- b. Coordinate agreement and payment to American Society of Composers, Authors and Publishers (ASCAP), as required.
- c. Prepare and execute all other project related agreements.
- d. Staff will serve as primary liaison with all vendors.

5. FISCAL MANAGEMENT

- a. Receive donations and invoices for MIP at the following address: Town of Los Gatos – Arts, c/o Town of Los Gatos, 208 East Main Street, Los Gatos, CA 95030.
- b. Prepare and monitor annual MIP budget.
- c. Prepare periodic revenue and expense reports.
- d. Coordinate distribution of payments to performers, sound technician, and other vendors.
- e. Invoice sponsors using MIP Pledge Forms submitted by the Arts Commission.
- f. Prepare invoice request for Building Attendant's time for the monitoring of the Los Gatos Neighborhood Center.

6. ADVERTISING & PROMOTION

- a. In coordination with the Arts Commission, develop a marketing strategy which considers the use of posters, programs, web updates, paid advertising, and other promotional efforts.
- b. Limit marketing and promotion to Los Gatos area.
- c. Coordinate production of promotional materials. This includes obtaining bids, preparing and executing agreements, and processing purchase orders.
- d. Proof-read and edit all program materials with assistance from Arts Commission.
- e. Update Town website to include MIP schedule and listing of all Major Sponsors.
- f. Coordinate implementation of advertising in the media as appropriate. Staff to update web site regarding use of volunteers.

ARTS COMMISSION

The Town of Los Gatos Arts Commission shall provide the following services in coordinating the production of Music in the Park:

1. GENERAL

- a. Implement appropriate fundraising strategies in compliance with Town Policies and Procedures to ensure that MIP is fully funded.
- b. Coordinate merchandise fundraising sales at MIP performances as appropriate. Proceeds from

sales shall be specifically designated to support the Arts.

- c. Submit MIP Pledge Form for all sponsors to the Community Services Department for invoicing and tracking.
- d. Complete "Commissioner Sign-Up Sheet" and submit to the Community Services Department for distribution.
- e. An assigned Arts Commissioner will complete the following tasks for each concert.
 - pick up MIP boxes from the Community Services Department on Friday
 - distribute checks to performers and sound technician
 - assist with setup and tear down of hospitality tents, tables and chairs
 - setup MIP space within hospitality tent
 - emcee MIP concerts; introduce performers and attending Council Members; and thank attending Major Sponsors
 - return MIP boxes & any donations received to Community Services Department

2. BAND SELECTION

- a. Review band applications and promotional packets.
- b. Select musicians/performers.
- c. Follow-up with all applicants regarding band selection.
- d. Prepare schedule of concerts and performers; provide staff with schedule and Band Worksheet for each performer.

3. SPONSORSHIPS

- a. Solicit sponsorships in coordination with other Commissioners. All Commissioners will be given a list of the previous year's sponsors, with contact information, and their assigned sponsors. Commissioners should take the following steps when seeking subsequent sponsorships:
 - Make contact by phone (October) to remind and confirm their sponsorship. When the bands are approved, they will receive an email including the band list & Sponsor Pledge Form. Once payment is received, call or email to thank the sponsor.
 - Two weeks prior to their assigned concert, call the sponsor(s) with the following information:
 - benefits: tent, 2 tables, 8 chairs, parking space (marked directly behind their tent)
 - opportunity to hang banner on their tent
 - ask for their introduction from the stage (2 lines)
 - arrival time: after 4:00
 - exchange cell phone with main contact
 - Make a courtesy call 3 days before the concert to find out number coming & their intro information to announce from the stage.

4. DAY OF CONCERT PROCEDURES

Each Sunday during Music in the Park, two members from the Arts Commission coordinate the following scheduled tasks.

- Noon Call sound engineer & band leader regarding their arrival times. It is important to be finished with the stage before sound arrives so he has full access to set equipment.
- 1:00 Bring broom, mop & bucket of water to stage
Sweep stage (mop, if necessary)
Attach skirting (may have to repair Velcro occasionally)
Set paths (yellow caution-type tape & large staples) from stage to A.C. tent (may do 2 paths)
Place signage regarding tents, umbrellas, blankets all around park
Pick up lunches for band (if provided)

- 2:00 Welcome sound engineer (show where to park after unloading equipment)
Make contact with the park ranger who will work with sound company, temps, open council chambers, etc.
Place sponsors signs on barricades behind their tents so they can locate tent & reserved parking space
- 3:00 Greet band, show chambers, parking, etc.
Provide band with sponsor list
Other Art Commissioners and temporary help arrive to set up tents, tables, cloths, chairs
- 4:00 Greet sponsors as they arrive & help sponsors if necessary
Pick up water for band
- 4:55 Introductions and announcements
- 5:00 Music in the Park concert begins
- 6:00 Band thanks all sponsors
- 7:00 A.C. goes back on stage when concert is over, thanks sponsors, announce next week concert & JOTP next Wed.
All A.C. help break down, remove staples, tape & signage.
The week following concert, write thank you letters to sponsors & e-mail to staff for printing and mailing.

5. PROMOTION

- a. In coordination with staff, develop a marketing strategy which considers the use of posters, programs, web updates, advertising, and other promotional items.
- b. Distribute MIP posters and programs to Major Sponsors and other local businesses at least two weeks prior to the first concert.
- c. Distribute programs and feedback forms at MIP concerts.

6. USE OF VOLUNTEERS

- a. Enlist the help of volunteers where practical in the production of MIP concerts.
- b. Work with staff to ensure completion of appropriate volunteer enrollment forms, i.e., Town of Los Gatos Volunteer Application; Release of Liability; and Worker's Compensation Designation.

MUSIC IN THE PARK LOCAL ARTS AGENCY TENT PROPOSAL

Recommendation to the Arts Commission to Dedicate the use of a Sixth Tent for Local Arts Agencies to be Acknowledged during Music in the Park scheduled concerts:

The Music in the Park sub-committee of the Arts Commission has suggested that the Commission place a special "sixth" tent at each of its Music in the Park concerts for the purpose of providing invited, pre-assigned local arts agencies with an opportunity to meet the public and represent their organizations with brochures, membership forms, posters and other resource materials describing their activities.

The intent is to create a high-profile informational distribution format within the already well-established Music in the Park concert season that will encourage further public interest in and engagement with local arts groups while actively demonstrating the cultural vitality of the Town.

It is important to note that the Sixth Tent is not intended as either a sponsorship tent (as are some others of the MIP tents) or an exhibition space, but rather as a regularly scheduled invitational resource station. Designated arts agencies will be assigned to specified dates by the Arts Commission—sometimes two to three agencies, due to the large number identified—and will be asked to assure representatives to be present throughout the scheduled concert date. The Commission plans to further highlight their presences via mention from the stage.

The Commission additionally envisions that the local arts agencies could be linked to Community Unity by posting volunteer opportunities in the Sixth Tent, as well as on the website.

Herewith please find an alphabetical list of potential Local Arts Agencies identified by the Music in the Park subcommittee to be acknowledged in the proposed Sixth Tent during the upcoming Music in the Park summer season:

- Art Docents of Los Gatos, Inc.
- Art in Council Chambers (Town of Los Gatos Arts Commission)
- Cinecats
- Festival Theatre Ensemble/Los Gatos Shakespeare Festival
- Friends of the Library
- History Club of Los Gatos
- Jazz on the Plazz
- KCAT
- Los Gatos Art Association
- Los Gatos Ballet
- Los Gatos High School "Jazz Purrs"
- Los Gatos/Saratoga Camera Club
- Los Gatos High School Theatre Project
- Museums of Los Gatos (Art & History)
- Photographic Guild of Los Gatos
- Youth Science Institute

Town of Los Gatos Arts Commission
MUSIC IN THE PARK
2009 Summer Concert Series

Date & Time	Performers & Style	Sponsors	A.C Member	Council Member	Notes
Sunday, June 21 5:00 – 7:00 PM	<i>David Martin's House Party</i>	1. Akeena – dep. paid 2. Los Gatos Lions Club – not paid 3. Intero Real Estate - not paid 4. Campo di Bocce – not paid	1. 2. 3. 4.	1. 2.	
Sunday, June 28 5:00 – 7:00 PM	<i>The Refugees (Tom Petty tribute)</i>	1. Comerica Bank – not paid 2. Harrell Remodeling – not paid 3. 4.	1. 2. 3. 4.	1. 2.	
Sunday, July 5 5:00 – 7:00 PM	<i>Mark Russo & the Classy Cats</i>	1. Saratoga Retirement - paid 2. 3. 4.	1. 2. 3. 4.	1. 2.	
Sunday, July 12 5:00 – 7:00 PM	<i>Carlos Reyes (classical jazz)</i>	1. 2. 3. 4.	1. 2. 3. 4.	1. 2.	
Sunday, July 19 5:00 – 7:00 PM	<i>Caracanserai (Santana tribute)</i>	1. Andale Mexican Restaurant – dep. pd 2. Art Institute of CA – not paid 3. Harrell Remodeling – not paid 4. College Planning ABC – not paid	1. 2. 3. 4.	1. 2.	
Sunday, July 26 5:00 – 7:00 PM	<i>Houston James (country)</i>	1. 2. 3. 4.	1. 2. 3. 4.	1. 2.	

Sunday, Aug. 2 5:00 –7:00 PM	<i>California Beach Boys (tribute)</i>	1. Classic Car Wash - paid 2. Del Grande – not paid 3. Alain Pinel Realtors – not paid 4. Whole Foods LG – dep. paid	1. 2. 3. 4.	1. 2.	
Sunday, Aug. 9 5:00 –7:00 PM	<i>Unauthorized Rolling Stones</i>	1. Harrell Remodeling – not paid 2. Kiwanis Club – not paid 3. Flick Enterprises - paid 4. Silicon Auto Valley Group – not paid	1. 2. 3. 4.	1. 2.	
Saturday, Aug. 15 Sunday, Aug.16 10:00 – 6:00 PM	<u>Fiesta de Artes</u> Sponsored by Kiwanis Club of Los Gatos	N/A -	N/A	N/A	
Sunday, Aug. 23 5:00 –7:00 PM	<i>Led Zepagain (tribute)</i>	1. Michael Kane Financial – dep. paid 2. Trevese Restaurant– not paid 3. 4.	1. 2. 3. 4.	1. 2.	
Sunday, Aug. 30 5:00 –7:00 PM	<i>Journey Unauthorized (tribute)</i>	1. Akeena Solar – dep. paid 2. Los Gatos Roofing – not paid 3. 4.	1. 2. 3. 4.	1. 2.	

Music in the Park 2009 Budget


EXPENSES			REVENUES			
	Band	Cost		Sponsor	Deposit	Pledged
06/21/09	David Martin's House Party	\$3,000.00				
06/28/09	The Refugees	\$1,400.00		Los Gatos Lions Club (6/21)		\$1,500.00
07/05/09	Mark Russo & Classy Cats	\$2,000.00		Comerica Bank (6/28)		\$1,250.00
07/12/09	Carlos Reyes	\$3,000.00		Saratoga Retirement (7/5)	\$1,250.00	\$1,250.00
07/19/09	Caravanserai	\$2,500.00		Art Institute of CA - Sunnyvale(7/19)		\$1,250.00
07/26/09	Houston Jones	\$1,300.00		Andale Restaurant (7/19)	\$250.00	\$1,250.00
08/02/09	California Beach Boys	\$1,800.00		Del Grande Dealer Group (8/2)		\$1,250.00
08/09/09	Unauthorized Rolling Stones	\$2,500.00		Whole Foods Market - LG (8/2)	\$350.00	\$1,250.00
08/23/09	Led Zepagain	\$3,500.00		Classic Car Wash (8/2)	\$1,250.00	\$1,250.00
08/30/09	Journey	\$2,500.00		Michael Kane Financial Serv (8/23)	\$350.00	\$1,250.00
				Akeena Solar (6/21)	\$350.00	\$1,500.00
	Sound (10x			Akeena Solar (8/30)	\$350.00	\$1,500.00
				Beck, Mark & Barbara		
	Band Subtotal	\$23,500.00		Flick Enterprises, Inc. (8/9)	\$1,250.00	\$1,250.00
				Stonesifer, David & Arzie, Larry		
				The Summit League		
				The Chiala Family		
				Lucchesi Communications		
	Other expenses	Est. Cost		Purple Onion		
3hrs@15.50	Bldg Attend.NC (restrooms)	\$500.00		Autohaus of Los Gatos		
\$45 each	Business Licenses	\$500.00		Comcast		
200 min ord	Poster Printing (11x14 - 250)*	\$500.00		College Planning ABC (7/19)		
\$25/hr	Temp Workers	\$2,400.00		Silicon Valley Auto Group (8/9)		\$1,250.00
	PPW Set-up and Cleanup	\$3,318.00		Hopkins, John & Valerie		
	Weekly Times	\$500.00		Los Gatos Roofing (8/30)		\$1,500.00
	Program/Poster/Ad (layout/design)	\$600.00		Harrell Remodeling (6/28)		\$1,250.00
	porta-potties	\$3,300.00		Harrell Remodeling (7/19)		\$1,250.00
				Harrell Remodeling (8/9)		\$1,250.00
				Trevese Restaurant (8/23)		\$1,250.00
				Kiwanis Club (8/9)		\$1,250.00
				Intero Real Estate (6/21)		\$1,500.00
	Miscellaneous Expenses:			Campo di Bocce of Los Gatos (6/21)		\$1,500.00
to fin 11/13	Marianne Hamilton - stage skirt clean	\$100.00	final			
				SILVER SPONSORS:		
				Lucas, Don & Sally		
				O'Neil, Penelope & Lundell, Tim		
				McDonald, John & Ginger		
				Pearson, Sam & Addie		
				Seaman, Scott & Christina		
				Talesfore, Nick & Joanne		
	Other Expense Total:	\$11,718.00		Wasserman, Mike & Kim		
				The Terraces of Los Gatos		
				Shea, Patrick @ GoZone Games		
	Program / Account	Project		Triplett Enterprises		
	6204-62411 (General)	MIPSUM09		DiNapoli, Rick & Julie		
	6204-45431 (Revenue)	MIPSUM09		Druian, Jay & Sallie (French Cellar)		
				Groves, Chris & Elke		
	Tax ID # 94-6001435			Hall, Rebecca		
				Knowles, Jonathan & Kelly		
1x expenses	Large Program Banners	\$500.00		Kellogg, Steven	\$250.00	\$250.00
	Drum riser	\$1,900.00		Blacy's Fine Jewelry		
	Astroturf	\$200.00		Currie, Christine & Rob		
	total 1x expenses	\$2,600.00		Curtis, Mary		
				Decker, Sandy		
	Actual To Date Total:	\$5,650.00				
	Deposit Balance Total:	\$0.00				
		\$5,650.00				
	MIP Revenues	\$5,650.00				
	MIP Expenses	\$35,218.00				
	2009 NET:	(\$29,568.00)				
	2009 budget \$42,118					
	Reserve Balance:	\$ 37,849.33				
	Art Cat Donation Balance:	\$1,126.48				
	Total Reserves:	\$ 38,975.81				



MEMORANDUM

COMMUNITY SERVICES DEPARTMENT

To: Arts Commission

From: Regina Falkner  Community Services Director

Subject: Community Grant process

Date: January 9, 2009

The Community Grant program provides grants to non-profit agencies through General Fund, Community Development Block Grant (CDBG), and other funding sources. Human services and CDBG capital project applications are reviewed by the Community Services Commission for recommendation to the Town Council; the Arts Commission reviews arts, cultural, and educational service agency applications.

This memo will provide an overview of the review process for the 2009/10 Arts Commission review of Community Grant Applications. A detailed timeline is also attached to this memo.

Application Period/Staff Review

Applications for Community Grants are accepted from nonprofit organizations between January 5th and January 28th. All applications received are reviewed for completion by CSD staff.

AC Evaluation Committee Review

At the regular February 11th AC Meeting, staff provides the Evaluation Committee with copies of the grant applications and summary sheets.

The week of February 12th, the Evaluation Committee meets to review summary sheets and applications. The nonprofits are invited to the Evaluation Committee meeting to provide a brief 3 minute overview presentation of their request and 2 minutes will be allocated for follow-up questions. At that meeting, Committee members develop allocation recommendations.

AC Recommendation

On March 11, 2009 the AC holds a public meeting to consider the Evaluation Committee's allocation proposal. Community Grant applicants are again invited to attend. Applicants who attend the meeting may make short statements regarding their application and Commission members may ask questions of them. The Commission makes a funding recommendation to the Town Council at that meeting.

The Town Council will hold a public meeting on April 6th to which applicants are invited. The Evaluation Committee chair attends the meeting to support the recommendation to Council. Community Grant applicants that attend the Council meeting may make short statements regarding their application, and Council members may ask questions of them. The Council refers the grants to the budget process. The final approval of the budget takes place at the June 1st Council meeting.

Town of Los Gatos: FY 2009/10 AC Community Grant Process Timeline

Date	Task
December 29, 2008	Public notice in Los Gatos Weekly: availability of funds
January 5, 2009	Applications available
January 28	Applications due by 4:30 p.m.
February 11	Applications and summary documents given to Evaluation Committee at regular February meeting.
February 12 – February 27	Evaluation Committee reviews applications and summary documents. Committee meets to develop allocation recommendations. Applicants invited to meeting for brief presentation and question/answer period.
March 6	Arts Commission meeting packet including Evaluation Committee recommendations mailed to Commissioners and applicants. Applicants invited to attend March 11, 2009 meeting.
March 11	Arts Commission meeting: consideration of allocation recommendations to Council.
April 6	Town Council meeting: adoption of resolution allocating FY 2009/10 CDBG funds; Community Grant allocations referred to budget process. Commissioners attend to make recommendation to Council.
May 4	Town Council meeting: Public Hearing to consider FY 2009/10 Preliminary Operating Budget
June 1	Town Council meeting: adoption of FY 2009/10 Operating Budget